

Name :

Roll No. :

Invigilator's Signature :

CS/BMS (H)/SEM-5/MMS-503/2010-11
2010-11
DESIGN AND PAGE MAKEUP

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following : $10 \times 1 = 10$

i) Captions are also known as

- | | |
|----------------|------------|
| a) Gutter rule | b) Teasers |
| c) Cut lines | d) Flag. |

ii) Blanked Head is also known as

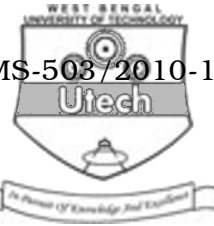
- | | |
|------------|-----------------|
| a) Skyline | b) Masthead |
| c) Dummy | d) Banner head. |

iii) Twelve point type is also known as

- | | |
|----------|-------------------|
| a) Point | b) Pica |
| c) Font | d) None of these. |



- iv) Grid is also known as
 - a) Modular
 - b) Frame
 - c) Layout
 - d) Design.
- v) The term 'sheriff' deals with
 - a) a definition of font
 - b) a type of layout
 - c) typography
 - d) font size.
- vi) What is the most popular way of designing newspaper pages ?
 - a) Vertical layout
 - b) Circus layout
 - c) Brace layout
 - d) Modular layout.
- vii) Layout of a newspaper is planned by preparing a
 - a) Front page
 - b) Dummy of each page
 - c) Editorial page
 - d) None of these.
- viii) On the newspaper front page, "Fallow Corner" is the place at the
 - a) Upper right corner
 - b) Lower left corner
 - c) Upper left corner
 - d) Lower.
- ix) By-line is a
 - a) Space between columns
 - b) Credit to the reporter
 - c) Name of the paper
 - d) None of these.
- x) The size of a type face is measured in
 - a) Fonts
 - b) Points
 - c) Contrast
 - d) None of these.



GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following.

$$3 \times 5 = 15$$

2. Write short notes on any *two* of the following :

$$2 \times 2 \frac{1}{2}$$

- a) Dummy sheet
 - b) Points
 - c) Anchor.
3. What is White Space rule ?
4. Do you think Eye Movement is an important consideration regarding page make-up ?
5. What do you mean by contrast and balance ?
6. What are the principal aims of page design ?

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following.

$$3 \times 15 = 45$$

7. What form of headline dominates modern newspapers and why ? What other forms of headline are used as tool for page layout ?
8. What is modular layout and what are its advantages ? "Layout according to news, not vice-versa." Explain.
9. Prepare a front page layout for a Kolkata based newspaper showing lead, a sidebar to the lead, 2nd lead, anchor, lead photo, solus ear panel etc.
10. "Good pictures or graphics provide an additional element that is difficult to obtain through text alone." Discuss in reference to newspaper page designing.
11. Elaborate the principles of Page Layout with suitable examples.
12. Give a detailed note about the importance of "typography" in modern layout design.